

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

The Claims

1-12. (Canceled).

13. (**Currently Amended**) A method for time-shifting at least one of a plurality of received cohesive signal sets, comprising:

receiving a first cohesive signal set having a first cohesive signal set size, the first cohesive signal set comprising a cache marker at a first time and the first cohesive signal set is associated with an advertiser;

based on the presence of the cache marker, automatically storing said first cohesive signal set in a computer readable storage medium;

receiving a second cohesive signal set comprising a recall marker at a second time, the recall marker having a recall marker size; ~~and~~

in response to a user request for the second cohesive signal set, ~~matching the recall marker to the cache marker of the first cohesive signal set~~ determining whether an exact cache marker match to the recall marker is available;

in response to determining that an exact cache marker match to the recall marker is not available, determining whether an advertiser associated with the recall marker is the advertiser associated with the first cohesive signal; and

in response to determining that the advertiser associated with the recall marker is the advertiser associated with the first cohesive signal, outputting the requested second cohesive signal set and the first cohesive signal set in a timed relation relative to one another that differs from a timed relation in which they were received,

wherein the output timed relation is determined by the recall marker,

where the first cohesive signal set is intermixed with the second cohesive signal set, and

where the recall marker size is significantly less than the first cohesive signal set size.

14. (Original) The method of claim 13 wherein said received timed relation is at least two

orders of magnitude greater than said output timed relation.

15. (Previously Presented) The method of claim 13 wherein said first cohesive signal set and said second cohesive signal set are received over different channels.

16. (Previously Presented) The method of claim 13 wherein outputting the requested second cohesive signal set comprises outputting a portion of the requested second cohesive signal set without storing said portion.

17. (**Currently Amended**) The method of claim 13 wherein ~~matching the recall marker to said cache marker~~ determining whether the advertiser associated with the recall marker is the advertiser associated with the first cohesive signal comprises matching a sponsor identifier.

18. (Previously Presented) The method of claim 13 wherein said cache marker further comprises a priority code that directs said CPU to store said first cohesive signal set and delete another cohesive signal set bearing a similar cache marker comprising a lower priority code.

19-20. (Canceled).

21-23. (Canceled).

24. (Previously Presented) The method of claim 13, wherein the cache marker uniquely identifies the first cohesive signal set of which it comprises and the recall marker uniquely matches the cache marker.

25. (Previously Presented) The method of claim 13, wherein the first cohesive signal set comprising a commercial advertisement.

26. (**Currently Amended**) The method of claim 13, wherein the cache marker comprises

a product classification; the recall marker comprises a product classification; and ~~matching the recall marker to said cache marker~~ determining whether the advertiser associated with the recall marker is the advertiser associated with the first cohesive signal further comprises matching the product classification.

27. (Previously Presented) The method of claim 13, wherein the first cohesive signal set further comprises a priority code, and wherein storing further comprises removing another cohesive signal set with a lower priority code from the computer readable storage medium.

28. (Previously Presented) The method of claim 27, wherein the priority code is a date/time stamp.

29. (Previously Presented) The method of claim 13, where the recall marker is a first recall marker; and where the second cohesive signal set further comprises a second recall marker.

30. (Previously Presented) The method of claim 29, further comprising matching the second recall marker to the cache marker of the first cohesive signal; and wherein the output timed relation is further determined by the second recall marker such that the first cohesive signal is output at least once for each cache marker matched to the first cohesive signal.

31. **(Currently Amended)** The method of claim 13, ~~where a cache marker comprises a product classification; and~~ further comprising:

receiving at least one additional cohesive signal set, each additional cohesive signal set comprising a cache marker,

organizing the first cohesive signal set and the at least one additional cohesive signal set based at least in part on product classification.

32. **(Currently Amended)** A method comprising:

receiving a first cohesive signal set having a first cohesive signal set size, the first cohesive signal set comprising a cache marker, where the first cohesive signal set is

associated with an advertiser;

receiving a request for outputting a second cohesive signal set, where the second cohesive signal set comprises a recall marker, the recall marker has a recall marker size and the recall marker size is significantly less than the first cohesive signal set size;

in response to the recall marker:

~~matching the recall marker to the cache marker~~ determining, by a processor,
whether an exact cache marker match to the recall marker is available;

in response to determining that an exact cache marker match to the recall marker
is not available, determining whether an advertiser associated with the recall marker is
the advertiser associated with the first cohesive signal; and

in response to determining that the advertiser associated with the recall marker is
the advertiser associated with the first cohesive signal, determining an interrupt time
during the second cohesive signal set in which to sequence the first cohesive signal
based at least in part on the recall marker; and

outputting the requested second cohesive signal set and the first cohesive signal
set in a timed relation where the first cohesive signal set is output at the interrupt time.

33. (Previously Presented) The method of claim 32, where the recall marker is a first recall marker, the interrupt time is a first interrupt time and the second cohesive signal set further comprises a second recall marker;

the method further comprises:

in response to the second recall marker:

matching the second recall marker to the cache marker;

determining a second interrupt time during the second cohesive signal set in which
to sequence the first cohesive signal based at least in part on the second recall marker;
and

where the first cohesive signal set is output at the first interrupt time and at the
second interrupt time.